

Colorado Maternal and Child Health Priority

Youth Systems-Building Annual Update

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January 1 - December 31, 2012

Significant 2012 MCH Priority Achievements

- **Infrastructure Development for Colorado 9to25 and the PSD Healthy Youth Team (PHYT)**
 - Leadership Team – Over the past year, we have reviewed the CO9to25 Leadership Team and PHYT Team Charters to determine the most effective structure; appropriate membership; and roles and responsibilities members. We also conducted outreach with several key influential partners to engage them in CO9to25 work.
 - Development of Key Infrastructure Documents for CO9to25 – A CO9to25 Strategic Map, CO9to25 Summary and Draft CO9to25 Framework were all developed and shared with partners to guide our this systems-building work.
 - Logic Model and Action Plans – A logic model and action plan specific to CO9to25 was developed with input and oversight by the EPE Branch. The completion of these documents helped us narrow our foci in reaching tangible outcomes that will ultimately lead us to larger systems change. These documents have also helped us clarify what the role of CO9to25 is in relation to what communities need, while supporting their current work. The “frame” that has resonated the most with our leadership team and other partners is that CO9to25 serves as a *platform* to support youth programs and efforts achieve their goals in a coordinated way. Additionally, an updated action plan for PHYT was completed to ensure consistent communication and coordination with PSD youth-serving programs and staff.
- **Established Awareness and Communications**
 - Hosted the Official CO9to25 Launch in Denver: This launch was a huge success and for many reasons. It put into practice a positive youth development approach, the foundation of our work, in that it was planned in partnership with a young person. With a youth taking the lead in planning, organizing and facilitating the launch, its reach to young people was apparent, as there were 61 diverse youth, between the ages of 9-25 present at the launch (in addition to the 75+ adults). Attendees were diverse in that they were from various socio-economic statuses, geographic locations, and life experiences such as living situations including young people in group homes and one particular woman transitioning into homelessness. Both youth and adults in attendance reported that the event was engaging and inspiring, encouraging them to get involved in CO9to25. In addition, we traveled to Pueblo where we held our first of five regional launches to ensure we engage rural and urban areas across the state so that they can incorporate the CO9to25 Framework into their work as well.
 - Established a Website and Social Media Presence: Working with our Communications Coordinator, we developed a website and social media presence, where “weekly reach” information from Facebook has shown a steady increase.
 - Participated in AMCHP’s Thought Leaders Roundtable on Youth Systems-Building: Staff members from AMCHP invited us to participate in this roundtable so that we can share our planning and execution of CO9to25. According to AMCHP and State Adolescent Health Resource Center staff members who provide technical assistance to all states, CO9to25 is viewed as an innovative and successful approach to systems-building, as it encompasses a positive youth development approach, seeks to impact all levels of the socio-ecological model and has actively been created in partnership with young people.
 - Drafted Framework, Logo and Branding: The CO9to25 Framework was drafted in partnership with one of the youth advisors (formerly called “interns”). This framework will ultimately serve as the conceptual foundation or “infographic” for CO9to25. A large portion of time went into developing a purchase order (PO) with an organization to finalize the framework and develop a logo/brand for CO9to25.

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Implementation Challenges Encountered

- *Finalizing the framework:* This was primarily due to delays in contracting. However, we have a current PO in place with Vermilion (who conducted the BeforePlay campaign). The work should be completed by April 1, 2013.
- *Creating regionalized training cadres:* This strategy was delayed because we realized that by not having a local MCH action plan for youth systems-building, it became difficult for local agencies to direct resources to support the activities associated with it. We also realized that we do not have the capacity this year to effectively and efficiently support a training effort of this magnitude at this time. We have also been meeting with staff from OMNI's Regional Prevention Centers to discuss a possible partnership, as the work aligns with what they are currently doing in partnership with other systems-building efforts, such as the Collaborative Management Programs (or 1451 communities).

Local Public Health Agency Implementation Support

- There is currently no local MCH action plan for this priority. However, all of the tools mentioned above (e.g. strategic map), in addition to our PYD Process and Outcome Evaluation tools, are available to all public health agencies and their community partners.

Lessons Learned in 2012

- *Using a Backbone Organization:* Our greatest lesson learned is that having a backbone organization in place is imperative to achieving collective impact and meeting the goals of CO9to25. Although this youth systems-building effort is a public health priority, meeting the outcomes of this work and addressing the holistic needs of young people must be done in partnership with *all* of the systems that have a stake in the youth outcomes. This requires that public health not "own" CO9to25, but rather act as a partner, playing its part in reaching the desired outcomes and ultimately having collective impact on the overall health and well-being of youth statewide.
- *Communication Challenges:* Systems-building is challenging to explain to people in a concise, effective way. That is one reason we are working with Vermilion to develop a clear message and framework.

Next Steps and Goals for 2013

- *Finalize marketing and communication tools:* Working with Vermilion, we will develop and finalize the CO9to25 framework, logo and branding by April 1, 2013. This will provide clarity and consistency in how we communicate about CO9to25 and improve our effectiveness in engaging community stakeholders who can implement the related CO9to25 materials and tools (e.g. youth engagement standards, website).
- *Host 4 regional launches across the state in partnership with local public health agencies:* These launches will be unique in each area, as they will be done in partnership with each local community's needs and interests. We will be sharing effective systems-building strategies and reaching out to the following locations – Durango, Fort Collins, Grand Junction and Yuma.
- *Formally hire Youth Advisors and Implement Action Plan:* Complete final interviews, select, train and begin working in partnership with Youth Advisors to promote CO9to25 and implement activities listed in the CO9to25 action plan. We would like to note that this process has required advocacy, innovation, strategic-thinking and consistent collaboration with Human Resources and DPA, as this is the first time young people (ages 16-20) have been hired as permanent employees for this purpose. With the supportive enthusiasm of DPA and HR staff, we have been able to be creative and youth-friendly in our hiring process. This resulted in approximately 60 applications, 19 oral exams and now 7 one-on-one interviews. The Youth Advisors are expected to join the Youth and Young Adult team by March 1, 2013.
- *Finalize Evaluation Plan:* A PO has been executed with Jennifer Schroder (The Implementation Group) to develop an evaluation plan for CO9to25. This plan is being developed with EPE Branch oversight and will be completed by May 1, 2013. We then plan to do an EPE Work Request for implementation of the evaluation.